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L Number	Hits	Search Text	DB	Time stamp
4	89	output near download\$5	USPAT	2004/10/06 13:26
13	0	(select\$5 choose\$5) with (reemab\$9 near3 (coupon\$5 gift\$5))	USPAT; US-PGPUB	2004/10/06 14:43
14	53	(select\$5 choose\$5) with (redeemab\$9 near3 (coupon\$5 gift\$5))	USPAT; US-PGPUB	2004/10/06 14:46
15	9	(select\$5 choose\$5) with (redeem\$9 near3 (coupon\$5 gift\$5)) with (desir\$6 wish\$5)	USPAT; US-PGPUB	2004/10/06 14:47
-	19	(advertis\$9 banner\$5) near9 (e-coupon\$5)	USPAT; US-PGPUB	2004/10/01 16:28
-	6625	(advertis\$8 promotion\$5 certificat\$9 redeem\$9) with (gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6)	USPAT; US-PGPUB	2004/10/01 18:14
-	6625	(advertis\$8 promotion\$5 certificat\$9 redeem\$9) with (gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6)((advertis\$8 promotion\$5 certificat\$9 redeem\$9) with (gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6)) and @ad<20000105	USPAT; US-PGPUB	2004/10/01 17:58
-	2524	((advertis\$8 promotion\$5 certificat\$9 redeem\$9) with (gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6)) and @ad<20000105	USPAT; US-PGPUB	2004/10/01 17:58
-	603	((advertis\$8 promotion\$5 certificat\$9 redeem\$9) with (gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6)) and @ad<20000105 and (709/\$ 705/\$).ccls.	USPAT; US-PGPUB	2004/10/01 18:00
-	267	((advertis\$8 promotion\$5 certificat\$9 redeem\$9) with (gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6)) and @ad<20000105 and (709/\$ 705/\$).ccls. and (email e-mail (electronic adj (mail message\$3)))	USPAT; US-PGPUB	2004/10/01 18:15
-	5640	(promotion\$5 certificat\$9 redeem\$9 gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6) near4 (advertis\$9 banner\$5)	USPAT; US-PGPUB	2004/10/01 18:14
-	5594	(promotion\$5 redeem\$9 gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6) near4 (advertis\$9 banner\$5)	USPAT; US-PGPUB	2004/10/01 18:15
-	1037	(promotion\$5 redeem\$9 gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6) near4 (contain\$6 includ\$5) near4 (advertis\$9 banner\$5)	USPAT; US-PGPUB	2004/10/01 18:15
-	102	((promotion\$5 redeem\$9 gift award\$5 reward\$5 lotto lotter\$5 priz\$6 coupon\$6) near4 (contain\$6 includ\$5) near4 (advertis\$9 banner\$5)) and @ad<20000105 and (709/\$ 705/\$).ccls.	USPAT; US-PGPUB	2004/10/01 18:15

L Number	Hits	Search Text	DB	Time stamp
-	4	((win\$3 lotter\$5) near3 number\$5) and (gift near3 coupon\$5)	USPAT	2004/07/26 11:36
-	852	((win\$3 lotter\$5) near3 number\$5) and (gift priz\$5 coupon\$5)	USPAT	2004/07/26 11:37
-	269	((win\$3 lotter\$5) near3 number\$5) and (gift priz\$5 coupon\$5) and (adverti\$6)	USPAT	2004/07/26 11:37
-	68	((win\$3 lotter\$5) near3 number\$5) and (gift priz\$5 coupon\$5) and (adverti\$6)) and (email\$5 e-mail\$5)	USPAT	2004/07/26 11:37
-	2	((win\$3 lotter\$5) near3 number\$5) same (gift priz\$5 coupon\$5) same (email\$5 e-mail\$6)	USPAT	2004/07/26 11:39
-	105	(gift priz\$5 coupon\$5) with (email\$5 e-mail\$6)	USPAT	2004/07/26 11:40
-	11	(gift priz\$5 coupon\$5) with (email\$5 e-mail\$6) with win\$6	USPAT	2004/07/26 11:44
-	49	((gift priz\$5) near6 coupon\$5) with win\$6	USPAT	2004/07/26 11:51
-	37	((gift priz\$5) near6 coupon\$5) with adverti\$8	USPAT	2004/07/26 11:56
-	20	((gift priz\$5) near6 number\$5) with adverti\$8	USPAT	2004/07/26 11:56
-	6	((gift priz\$5) near6 number\$5) with (email\$8 e-mail\$5)	USPAT	2004/07/26 15:46
-	1	("20010042192").PN.	USPAT; US-PGPUB	2004/07/26 15:47
-	1	("20030084270").PN.	USPAT; US-PGPUB	2004/07/26 15:48
-	4	((("6263423") or ("5983334") or ("5619666") or ("6068737")).PN.	USPAT	2004/07/26 16:41
-	0	(advertis\$6) with (free near9 gift near9 number\$5)	USPAT	2004/07/26 16:41
-	3	(advertis\$6) with (free near9 gift)	USPAT	2004/07/26 16:44
-	18	5809481.uref.	USPAT	2004/07/26 16:45
-	0	(advertis\$6) and (free near9 gift) and 5809481.uref.	USPAT	2004/07/26 16:45
-	1	(advertis\$6) and (gift) and 5809481.uref.	USPAT	2004/07/26 16:44
-	0	(free near9 gift) and 5809481.uref.	USPAT	2004/07/26 16:45
-	1	5809481.pn. and (gift\$5 win\$5)	USPAT	2004/07/26 16:52
-	43	(gift near3 coupon\$5) and (advertis\$6 e-commerc\$6)	USPAT	2004/07/26 16:55
-	1002	((win\$5 near3 number\$5) (gift near3 coupon\$5)) and (advertis\$6 e-commerc\$6)	USPAT	2004/07/26 16:55
-	0	((win\$5 near3 number\$5) with (gift near3 coupon\$5)) and (advertis\$6 e-commerc\$6)	USPAT	2004/07/26 16:55
-	24	(gift near3 coupon\$5) and (advertis\$6 e-commerc\$6) and (707/\$ 709/\$ 705/\$).ccls.	USPAT	2004/07/26 16:56
-	20	(gift near3 coupon\$5) and (advertis\$6 e-commerc\$6) and (707/\$ 709/\$ 705/\$).ccls. and win\$5	USPAT	2004/07/26 16:56
-	2	(gift near3 coupon\$5) and (advertis\$6 e-commerc\$6) and (707/\$ 709/\$ 705/\$).ccls. and (win winning winner\$3)	USPAT	2004/07/26 17:10
-	33	(web adj server\$5) and (advertizer\$5 advertiser\$5) and coupon\$5 and (win winner\$3 winning\$5)	USPAT	2004/07/26 17:57
-	3	((("6321211") or ("6317723") or ("5826241")).PN.	USPAT	2004/07/27 12:16
-	0	(on-line online) with coupon\$5 with (win\$5 near3 (lotter\$5 number\$5))	USPAT	2004/07/27 12:16
-	0	(on-line online) with coupon\$5 with (win\$5 near9 (lotter\$5 number\$5))	USPAT	2004/07/27 12:17
-	83	coupon\$5 with (win\$5 near9 (lotter\$5 number\$5))	USPAT	2004/07/27 12:17
-	8	(coupon\$5 with (win\$5 near9 (lotter\$5 number\$5))) and (707/\$ 709/\$ 705/\$).ccls.	USPAT	2004/07/27 17:00
-	0	((win\$3 priz\$3) near3 number\$5) with adverti\$6 with (electron\$5 email\$5 e-mail\$5)	USPAT	2004/07/27 12:35
-	36	((win\$3 priz\$3) near3 number\$5) with adverti\$6	USPAT	2004/07/27 12:43

-	105	(sweepstak\$5 near5 (gift priz\$5))	USPAT	2004/07/27 12:44
-	18	((sweepstak\$5 near5 (gift priz\$5))) and (707/\$ 709/\$ 705/\$).ccls.	USPAT	2004/07/27 16:31
-	132	("5368129" "5249044").uref.	USPAT	2004/07/27 15:29
-	2	((("20010051896") or ("20020073420")).PN.	USPAT; US-PGPUB	2004/07/27 16:29
-	3	instant\$3 near9 win near9 coupon\$5	USPAT	2004/07/27 17:00
-	91	instant\$3 near4 coupon\$5	USPAT	2004/07/27 16:30
-	739	scratch\$3 near4 win\$5	USPAT	2004/07/27 16:31
-	20	(scratch\$3 near4 win\$5) and (707/\$ 709/\$ 705/\$).ccls.	USPAT	2004/07/27 16:31
-	1	6454650.pn. and (electronic\$5 email\$5 e-mail\$5)	USPAT	2004/07/27 16:47
-	1	6454650.pn. and (advertiser\$5)	USPAT	2004/07/27 16:47
-	3	(win near3 coupon\$5) and (707/\$ 709/\$ 705/\$).ccls.	USPAT	2004/07/27 17:01
-	775	(coupon\$5 near9 promot\$9)	USPAT	2004/07/27 17:02
-	223	((coupon\$5 near9 promot\$9)) and (707/\$ 709/\$ 705/\$).ccls.	USPAT	2004/07/27 17:02
-	80	(coupon\$5 near9 promot\$9) with (priz\$5 gift\$5)	USPAT	2004/07/27 17:02
-	80	(coupon\$5 near9 promot\$9) with (priz\$5 gift\$5)	USPAT	2004/07/27 17:11
-	7	5903874.uref.	USPAT	2004/07/27 17:41
-	3	("6336098" "6076069" "6584448" "6173267").pn. and (email\$5 e-mail)	USPAT	2004/07/27 17:47
-	91	(email e-mail) with marketing	USPAT	2004/07/27 17:47
-	16	(email e-mail) with marketing with (priz\$5 promot\$6 gift coupon\$5)	USPAT	2004/07/27 18:01
-	28	(email e-mail) with advertis\$6 with (priz\$5 gift\$5 coupon\$5 (win\$5 adj number\$5))	USPAT	2004/07/27 18:06
-	0	(email e-mail) with (market\$6 advertis\$6) with (win\$5 adj number\$5)	USPAT	2004/07/27 18:06
-	0	(email\$3 e-mail\$5 (electronic\$5 near3 message\$5)) with (market\$6 advertis\$6) with (win\$5 adj number\$5)	USPAT	2004/07/27 18:06
-	0	(email\$3 e-mail\$5 (electronic\$5 near3 message\$5)) with (market\$6 advertis\$6) with (win\$5 near5 number\$5)	USPAT	2004/07/27 18:07
-	11	(email\$3 e-mail\$5 (electronic\$5 near3 message\$5)) with (market\$6 advertis\$6) with (win\$5)	USPAT	2004/07/27 18:07
-	27	win near3 coupon\$5	USPAT	2004/08/09 15:27

Set	Items	Description
S1	30966	EMAIL OR (ELECTRONIC OR E)() (MAIL? OR MESSAG?) OR IM OR INSTANT()MESSAG? OR IRC OR INTERNET(N)CHAT?
S2	8167	LOTTER? OR LOTTO OR MEGAMILLIONS OR POWERBALL OR SCRATCH() - OFF OR CONTEST? OR INSTANT()WINNER?
S3	4736	COUPON? OR GIFT()CERTIFICAT? OR FREEBIE? OR ECOUPON?
S4	252	S1 AND (S2 OR S3)
S5	140	S1 AND S2
S6	60	S5 AND (ELECTRONIC? OR VIRTUAL? OR CYBER? OR DIGITAL?)
S7	51	S6 AND IC=(G06F-017? OR G06F-015? OR H04L?)
S8	5	S7 NOT AD=20000105:20030105
S9	4	S8 NOT AD=20030105:20040901
S10	14	S4 AND (BONUS OR GIVEAWAY OR FREE OR INCENTIVE? OR NO()COST OR TEASER?)
S11	13	S10 NOT S8
S12	15546	SWEEPSTAKE? OR PROMOTION? OR EPON OR EPONS
S13	42	S1(5N)S12
S14	40	S13 NOT (S6 OR S10)
S15	33	S14 AND IC=(G06F-015? OR G06F-017?)
S16	7	S15 NOT AD=2000104:20030105
S17	7	S16 NOT AD=20030105:20040901

File 347:JAPIO Nov 1976-2004/Mar(Updated 040708)
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File 350:Derwent WPIX 1963-2004/UD,UM &UP=200447
(c) 2004 Thomson Derwent

11/5/12 (Item 12 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013412732 **Image available**
WPI Acc No: 2000-584670/200055
Related WPI Acc No: 2002-095941
XRPX Acc No: N00-493150

Advertising using electronic mail and chatting services, by
compensating transmitter and receiver for viewing advertisement based on
information on transmission of E - mail and information on viewing of
advertisement

Patent Assignee: JOO J (JOOJ-I); INTERNET CHANNEL 21 CO LTD (INTE-N); JU J
Y (JUJY-I); JOO J Y (JOOJ-I)

Inventor: JOO J Y; KIM Y H; JOO J; KIM Y

Number of Countries: 090 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 99073076	A	19991005	KR 9911056	A	19990330	200055 B
WO 200058882	A1	20001005	WO 2000KR280	A	20000329	200065
AU 200034633	A	20001016	AU 200034633	A	20000329	200106
KR 2001078417	A	20010821	KR 2000708634	A	20000807	200213

00/58882

Priority Applications (No Type Date): KR 9911056 A 19990330

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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KR 99073076	A			G06F-017/60	
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WO 200058882	A1	E	26	G06F-017/60	
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Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200034633	A			G06F-017/60	Based on patent WO 200058882
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KR 2001078417	A		1	G06F-017/60	
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WO

0042747

Abstract (Basic): WO 200058882 A1

NOVELTY - E - mail with advertisement is sent from transmitter's
client PC to receiver's client PC and delivered to E - mail server.
The information on viewing the advertisement is transmitted from
receiver's client PC to E - mail server. The E - mail server
compensates the transmitter and receivers for viewing advertisement
based on information on transmission of E - mail and information on
viewing of advertisement.

USE - For giving advertisement including lottery ticket, gift
certificate and free gift using internet electronic mail and
chatting services.

ADVANTAGE - Transmits advertisement included in E - mails to
users who want to see them and pay predetermined charge for viewing
specific advertisement or banners to users when they use the chatting
services to prevent flood of spam mails and develop healthy E - mail
culture.

DESCRIPTION OF DRAWING(S) - The figure shows the diagram of E -
mail window including advertisement.

pp; 26 DwgNo 3/5

Title Terms: ADVERTISE; ELECTRONIC; MAIL; SERVICE; COMPENSATE; TRANSMIT;
RECEIVE; VIEW; ADVERTISE; BASED; INFORMATION; TRANSMISSION; MAIL;
INFORMATION; VIEW; ADVERTISE

Derwent Class: T01; W01

International Patent Class (Main): G06F-017/60

File Segment: EPI

Joo, Jin Yong

11/5/13 (Item 13 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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011373323 **Image available**
WPI Acc No: 1997-351230/199732
XRPX Acc No: N97-291035

**Distributing purchasing incentives to retail customers - merging
customer supplied information with purchase incentive data, and
creating printable graphical image of purchasing incentive for
transmission to user**

Patent Assignee: CATALINA MARKETING INT INC (CATA-N); DIAMOND D M (DIAM-I);
KACABA M E (KACA-I); ROCHON D A (ROCH-I); SCROGGIE M C (SCRO-I);
SUPERMARKETS ONLINE INC (SUPE-N)

Inventor: DIAMOND D M; KACABA M E; ROCHON D A; SCROGGIE M C

Number of Countries: 074 Number of Patents: 011

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9723838	A1	19970703	WO 96US20497	A	19961223	199732 B
AU 9713445	A	19970717	AU 9713445	A	19961223	199745
EP 870264	A1	19981014	EP 96944971	A	19961223	199845
			WO 96US20497	A	19961223	
JP 11506859	W	19990615	WO 96US20497	A	19961223	199934
			JP 97523837	A	19961223	
US 5970469	A	19991019	US 959244	P	19951226	199950
			US 96622685	A	19960326	
US 6014634	A	20000111	US 959244	P	19951226	200010
			WO 96US20497	A	19961223	
			US 97905501	A	19970804	
US 6185541	B1	20010206	US 959244	P	19951226	200109
			US 96622685	A	19960326	
			US 99310382	A	19990512	
EP 870264	B1	20020403	EP 96944971	A	19961223	200230
			WO 96US20497	A	19961223	
DE 69620451	E	20020508	DE 620451	A	19961223	200238
			EP 96944971	A	19961223	
			WO 96US20497	A	19961223	
US 20020120496	A1	20020829	US 959244	P	19951226	200259
			US 96622685	A	19960326	
			US 99310382	A	19990512	
			US 2000567274	A	20000509	
ES 2171762	T3	20020916	EP 96944971	A	19961223	200270

Priority Applications (No Type Date): US 96622685 A 19960326; US 959244 P 19951226; US 97905501 A 19970804; US 99310382 A 19990512; US 2000567274 A 20000509

Cited Patents: US 4949256; US 5347632; WO 9315466; WO 9516971

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 9723838	A1	E	54	G06F-017/60	
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN					
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG					
AU 9713445	A			G06F-017/60	Based on patent WO 9723838
EP 870264	A1	E		G06F-017/60	Based on patent WO 9723838
Designated States (Regional): DE ES FR GB					
JP 11506859	W		57	G06F-017/60	Based on patent WO 9723838
US 5970469	A			G06F-017/60	Provisional application US 959244
US 6014634	A			G06F-017/60	Provisional application US 959244 Cont of application WO 96US20497
US 6185541	B1			G06F-017/60	Provisional application US 959244 Cont of application US 96622685 Cont of patent US 5970469
EP 870264	B1	E		G06F-017/60	Based on patent WO 9723838

Designated States (Regional): DE ES FR GB
DE 69620451 E G06F-017/60 Based on patent EP 870264
Based on patent WO 9723838
US 20020120496 A1 G06F-017/60 Provisional application US 959244
Cont of application US 96622685
Cont of application US 99310382
Cont of patent US 5970469
Cont of patent US 6185541
ES 2171762 T3 G06F-017/60 Based on patent EP 870264

Abstract (Basic): WO 9723838 A

The method for distributing purchasing **incentives** to retail customers involves logging in a remotely located computer using identity data and region data transmitted by the customer over a communications network, and transmitting over the communication network a number of **incentive** offers to the registered customer. The **incentive** offer is exercised in the customer's region. **Incentive** offer selection data is received from the customer over the communication network, which includes the designation of a retailer at which offer or offers may be exercised.

A purchasing **incentive** is generated, which contains in encoded form the identity of the retailer designated by the customer and the identity of the customer. At least one **incentive** is transmitted to the customer over the communication network, such that the transmitted **incentive** is encoded with the identity of the retailer selected by the customer.

USE/ADVANTAGE - Delivering purchasing **incentives** and other retail shopping aids through computer network, e.g. **e-mail** over Internet or WWW. Provides for **incentive** distribution such that opportunities for fraudulent generation or use of **coupons** is minimised.

Dwg.1/18

Title Terms: DISTRIBUTE; PURCHASE; RETAIL; CUSTOMER; MERGE; CUSTOMER;
SUPPLY; INFORMATION; PURCHASE; DATA; PRINT; GRAPHICAL; IMAGE; PURCHASE;
TRANSMISSION; USER

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/4 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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014966403 **Image available**

WPI Acc No: 2003-026917/200302

System for issuing free lottery through internet

Patent Assignee: AN K S (ANKS-I)

Inventor: AN K S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002053222	A	20020705	KR 200082592	A	20001227	200302 B

Priority Applications (No Type Date): KR 200082592 A 20001227

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2002053222	A	1	G06F-017/60	

Abstract (Basic): KR 2002053222 A

NOVELTY - A system for issuing a **free lottery** through the internet is provided for a subscriber to check the lucky **lottery** through **e - mail** while posting a public or common advertisement on the **e - mail**.

DETAILED DESCRIPTION - A member computer(10) takes a registration for a lifelong **free lottery** system through the internet. A member DB(30) has the data of all members and an advertisement DB(40) has the data about the public and common advertisement requested by a public utility(50) and sponsor(60). A web server(70) sends the data about the lucky **lottery** and a variety of the advertisement to many member computers.

pp; 1 DwgNo 1/10

Title Terms: SYSTEM; ISSUE; **FREE** ; LOTS; THROUGH

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

9/5/3 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014138362 **Image available**
WPI Acc No: 2001-622573/200172

**Method and system for compensating internet lottery incentive using
receipt and order receipt number of internet cyber shopping mall**

Patent Assignee: TOP CLASS (TOPC-N)

Inventor: NA Y H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001046378	A	20010615	KR 9950122	A	19991112	200172 B

Priority Applications (No Type Date): KR 9950122 A 19991112

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2001046378	A		1	G06F-017/60	

Abstract (Basic): KR 2001046378 A

NOVELTY - A method and system for compensating internet **lottery** incentive using a receipt and an order receipt number of an internet **cyber** shopping mall are provided for a user to receive a giveaway or a prize money through a drawing of **lotteries** by enabling the user to input the number of the receipt or the order receipt number received from a **cyber** shopping mall, or by enabling the user to receive the number of the **lottery** corresponding to the amount of money.

DETAILED DESCRIPTION - An internet **lottery** incentive compensation system is composed of an internet connection network(100), a web browser(110) which transmits given to a user side, an internet network(120), an information providing homepage(130), a web server(140) which receives a receipt number or an order receipt number from a user, an **electronic mail** server(150), a user management database(160), a **lottery** management database(170), and a CGI(180).

pp; 1 DwgNo 1/10

Title Terms: METHOD; SYSTEM; COMPENSATE; LOTS; RECEIPT; ORDER; RECEIPT;
NUMBER; SHOPPING; MALL

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/5 (Item 5 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014875341 **Image available**

WPI Acc No: 2002-696047/200275

Method for offering advertisement by using electronic mail

Patent Assignee: FREEKET CO LTD (FREE-N)

Inventor: JUNG J S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002038892	A	20020524	KR 200068781	A	20001118	200275 B

Priority Applications (No Type Date): KR 200068781 A 20001118

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002038892	A		1	G06F-017/60	

KR 2002038892 A 1 G06F-017/60

Abstract (Basic): KR 2002038892 A

NOVELTY - An advertisement service method is provided to enable a user to selectively insert an advertisement into an **e - mail**, to transmit the **e - mail** to a selected **e - mail** receiver, to give the **e - mail** receiver a **lottery** gift, and to distribute a brokerage commission to the user and the advertiser according as brokering a sale of goods.

DETAILED DESCRIPTION - The method comprises steps of constructing a service system by connecting a web site and an **electronic mail** server to the internet(S11), collecting advertisements from advertisers, and storing the advertisements with an advertising fee and period at a database(S12), bulletining a list of the stored advertisements with related informations over the web site(S21), offering an electronic letter and envelope over an **electronic mail** related web page(S22), enabling a user to access the web site and request a user authentication(S31), checking an accumulated money of the accessing user(S32), enabling the user to select an advertisement, to arrange the advertisement on the letter or the envelope, and to transmit the **e - mail** to a receiver(S41, S42, S43), giving the user a **bonus** money according to the selection of the advertisements and the transmission of the **e - mail** (S44), calculating the total accumulated money, selecting excellent members based on the accumulated money and notifying the excellent members of a gift service(S51, S52, S53), offering a list of gifts, enabling the excellent members to select a gift, and delivering the selected gift to the member(S61, S62, S63), and requesting an advertisement service fee to an advertiser(S73).

pp; 1 DwgNo 1/10

Title Terms: METHOD; OFFER; ADVERTISE; ELECTRONIC; MAIL

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/6 (Item 6 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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014365994

WPI Acc No: 2002-186695/200224

Win-win site e-business model

Patent Assignee: KIM J S (KIMJ-I)

Inventor: KIM J S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001094793	A	20011103	KR 200018063	A	20000406	200224 B

Priority Applications (No Type Date): KR 200018063 A 20000406

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2001094793	A		G06F-017/60	

Abstract (Basic): KR 2001094793 A

NOVELTY - A win-win site E-business model is provided to secure many members of electronic commerce companies as a portal site, a special portal site, and **E - mail** company by supplying a **bonus** to each member through a **lottery**.

DETAILED DESCRIPTION - An environment induces users to contact to a site by supplying a predetermined **bonus** to each member. For example, the **bonus** is supplied to one hundred persons, two hundred persons, or three hundred persons. The amount of the **bonus** is hundreds of thousands won. The **bonus** is supplied per one month, every other month, or every three month.

DwgNo 0/0

Title Terms: WINNING; WINNING; SITE; BUSINESS; MODEL

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

11/5/10 (Item 10 from file: 350)
DIALOG(R) File 350:Derwent WPIX
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014118684 **Image available**

WPI Acc No: 2001-602896/200168

XRPX Acc No: N01-449833

**Advertisement method through relationship cards, involves branding
relationship card with brand which is unrelated to provider of interface
and unrelated sender of card**

Patent Assignee: MINDARROW SYSTEMS INC (MIND-N)

Inventor: BRIOLA M; MCEWAN R

Number of Countries: 090 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200173582	A1	20011004	WO 2000US7914	A	20000324	200168 B
AU 200040285	A	20011008	AU 200040285	A	20000324	200208
			WO 2000US7914	A	20000324	

Priority Applications (No Type Date): WO 2000US7914 A 20000324

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200173582 A1 E 14 G06F-017/00

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200040285 A G06F-017/00 Based on patent WO 200173582

Abstract (Basic): WO 200173582 A1

NOVELTY - An interface (10) is provided through which user creates an electronic relationship card (20) using relationship card components. The created electronic card is branded with a brand which is unrelated to the provider of the interface and unrelated to the sender of the card. The user is rewarded for branding the card and the card is available for the user to distribute as a portion of an e-mail.

USE - For advertising through relationship cards such as greeting cards, vanity cards including collector cards, business cards and location cards e.g. postcards.

ADVANTAGE - A user is able to brand the relationship card. Rewards the user for adding brands to their relationship cards, that ranges from having **free** access to desirable relationship card components, to information **coupons**, **free** goods or service or even cash.

DESCRIPTION OF DRAWING(S) - The figure shows the interface for creating a relationship card.

Interface (10)

Electronic relationship card (20)

pp; 14 DwgNo 1/3

Title Terms: ADVERTISE; METHOD; THROUGH; RELATED; CARD; BRAND; RELATED;
CARD; BRAND; UNRELATED; INTERFACE; UNRELATED; SEND; CARD

Derwent Class: T01

International Patent Class (Main): G06F-017/00

File Segment: EPI

Set	Items	Description
S1	581393	EMAIL OR (ELECTRONIC OR E)() (MAIL? OR MESSAG?) OR IM OR INSTANT()MESSAG? OR IRC OR INTERNET(N)CHAT?
S2	36742	LOTTER? OR LOTTO OR MEGAMILLIONS OR POWERBALL OR SCRATCH()-OFF OR CONTEST? OR INSTANT()WINNER?
S3	11707	COUPON? OR GIFT()CERTIFICAT? OR FREEBIE? OR ECOUPON?
S4	255	S1 AND (S2 OR S3)
S5	152	S1 AND S2
S6	52	S5 AND (ELECTRONIC? OR VIRTUAL? OR CYBER? OR DIGITAL?)
S7	23	S4 AND (BONUS OR GIVEAWAY OR FREE OR INCENTIVE? OR NO()COST OR TEASER?)
S8	96429	SWEEPSTAKE? OR PROMOTION? OR VOUCHER? OR EPON OR EPONS
S9	1180	S1 AND S8
S10	104	S1(4N)S8
S11	48	S10 AND (ELECTRONIC? OR VIRTUAL? OR CYBER? OR DIGITAL?)
S12	118	S6 OR S7 OR S11
S13	88	S12 NOT PY>2000
S14	77	S13 NOT PD=20000105:20030105
S15	77	S14 NOT PD=20030105:20040901
S16	72	RD (unique items)
S17	142	S1(5N)(S2 OR S3 OR S8)
S18	34	S16 AND S17
File	8: Ei	Compendex(R) 1970-2004/Jul W3 (c) 2004 Elsevier Eng. Info. Inc.
File	35:	Dissertation Abs Online 1861-2004/May (c) 2004 ProQuest Info&Learning
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File	233:	Internet & Personal Comp. Abs. 1981-2003/Sep (c) 2003 EBSCO Pub.
File	6:	NTIS 1964-2004/Jul W4 (c) 2004 NTIS, Intl Cpyrghrt All Rights Res
File	144:	Pascal 1973-2004/Jul W3 (c) 2004 INIST/CNRS
File	34:	SciSearch(R) Cited Ref Sci 1990-2004/Jul W3 (c) 2004 Inst for Sci Info
File	62:	SPIN(R) 1975-2004/May W5 (c) 2004 American Institute of Physics
File	99:	Wilson Appl. Sci & Tech Abs 1983-2004/Jun (c) 2004 The HW Wilson Co.
File	95:	TEME-Technology & Management 1989-2004/Jun W1 (c) 2004 FIZ TECHNIK

18/5/7 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

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6455473 INSPEC Abstract Number: C2000-02-7120-046

Title: The economics of freebies in exchange for consumer information on the Internet: an exploratory study

Author(s): Chang, A.-M.; Kannan, P.K.; Whinston, A.B.

Author Affiliation: Inf. Resources Manage. Coll., Nat. Defense Univ., Washington, DC, USA

Journal: International Journal of Electronic Commerce vol.4, no.1

p.85-102

Publisher: M.E. Sharpe,

Publication Date: Fall 1999 Country of Publication: USA

CODEN: IJECFE ISSN: 1086-4415

SICI: 1086-4415(199923)4:1L.85:EFEC;1-F

Material Identity Number: G303-1999-004

U.S. Copyright Clearance Center Code: 1086-4415/99/\$9.50+0.00

Language: English Document Type: Journal Paper (JP)

Treatment: Applications (A); Practical (P)

Abstract: A recent phenomenon in Internet advertising is the evolution of Web-based organizations that provide **free e - mail** services, or **promotional** rebates, or even cash to "qualified" on-line consumers who are willing to interact with them and view the advertisements. In order to qualify for such **free** services, consumers provide information on their demographics, life-styles, and preferences for products/services. The organizations use the information to target interactive advertisements of their corporate clients to the appropriate users. Different terms have been used to describe the concept but from a business transaction viewpoint, these Web-based organizations act as intermediaries in collecting information from the consumers, paying for the information using **freebies**, and, in turn, selling it to corporate clients. Recently, several such "**cybermediaries**" have been the subject of takeovers by Microsoft and other Internet "portal" organizations. This paper describes the various business models that have been adopted by these **cybermediaries**, examining the economic issues of the models and the implications for consumer welfare. The continued viability of the market is explored in light of recent concerns regarding breaches in privacy of consumer information. Finally, the impact of different schemes used for pricing advertisements on the business models adopted by the organizations is discussed. (21 Refs)

Subfile: C

Descriptors: advertising data processing; **electronic** commerce; **electronic mail**; Internet; marketing data processing

Identifiers: economics of **freebies**; consumer information; Internet; Internet advertising; Web-based organizations; **e - mail** services; interactive advertisements; **cybermediaries**

Class Codes: C7120 (Financial computing); C7210N (Information networks); C5620W (Other computer networks); C7170 (Marketing computing)

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18/5/9 (Item 6 from file: 2)
DIALOG(R) File 2:INSPEC
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5849945 INSPEC Abstract Number: C9804-7170-002

Title: "Goodies" in exchange for consumer information on the Internet: the economics and issues

Author(s): Chang, A.-M.; Kannan, P.K.; Whinston, A.B.

Author Affiliation: Inf. Resources Manage. Coll., Univ. of Nat. Defence, Washington, DC, USA

Conference Title: Proceedings of the Thirty-First Hawaii International Conference on System Sciences (Cat. No.98TB100216) Part vol.4 p. 533-42 vol.4

Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA

Publication Date: 1998 Country of Publication: USA 7 vol. (xiv+689+ix+346+xi+470+xiv+581+xi+481+xiv+753+xvi+849) pp.

ISBN: 0 8186 8255 8 Material Identity Number: XX98-00242

U.S. Copyright Clearance Center Code: 1060-3425/98/\$10.00

Conference Title: Proceedings of the Thirty-First Hawaii International Conference on System Sciences

Conference Sponsor: Univ. Hawaii

Conference Date: 6-9 Jan. 1998 Conference Location: Kohala Coast, HI, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: A recent phenomenon in Internet marketing is the evolution of "virtual" organizations that provide free e-mail services or promotional rebates or even cash to "qualified" online consumers who are willing to interact with them. In order to qualify for such "goodies" the consumers provide these organizations information on their demographics, likes and dislikes, shopping/product preferences, etc., which the organizations, in turn, either sell to advertisers or use to target interactive advertisements of their corporate clients to the desired users. Although different terms have been used to describe the concept, from a business transaction viewpoint, these virtual organizations act as middlemen in collecting information from consumers, paying for the information, and in turn, selling it to corporate clients. We describe the various business models that have been adopted by such organizations, explore the economic issues of such transactions and the implications for consumer welfare. We explore the continued viability of the market in light of recent concerns regarding breaches in privacy of consumer information. Finally, we also explore the impact of different schemes used for pricing advertisements on the business models adopted by the organizations. (10 Refs)

Subfile: C

Descriptors: data privacy; economics; Internet; marketing; marketing data processing

Identifiers: consumer information; Internet; economics; Internet marketing; virtual organizations; free e-mail services; promotional rebates; online consumers; demographics; shopping/product preferences; interactive advertisements; corporate clients; business transaction viewpoint; business models; economic issues; consumer welfare; privacy; pricing; advertisements

Class Codes: C7170 (Marketing computing); C7210 (Information services and centres); C0230 (Economic, social and political aspects of computing)

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18/5/10 (Item 7 from file: 2)

DIALOG(R)File 2:INSPEC

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02681140 INSPEC Abstract Number: D86001595

Title: Sales promotions can benefit from electronic mail

Journal: Marketing News vol.20, no.6 p.6

Publication Date: 14 March 1986 Country of Publication: USA

CODEN: MKNWAT ISSN: 0025-3790

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Account managers at Einson Freeman Inc., Paramus, are discovering the benefits of **electronic** mail in the competitive industry of sales promotion service. Over the last three years the company has integrated computer technology and **electronic** communications into its daily operations. Einson envisions a completed computer system by the end of the decade, in which 90% of the company's staff, using Western Union's EasyLink **electronic** data communications service, would work from automated work stations and communicate **electronically** to customers and satellite offices. The technology already has dramatically increased Einson's capacity to meet deadlines and has sharpened their ability to communicate. (0 Refs)

Subfile: D

Descriptors: **electronic** mail; marketing

Identifiers: Western Union; Einson Freeman; **electronic** mail; sales promotion service; **electronic** communications; EasyLink

Class Codes: D2140 (Marketing, retailing and distribution); D4020 (Electronic mail)

18/5/11 (Item 1 from file: 111)
DIALOG(R)File 111:TGG Natl.Newspaper Index(SM)
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07072194 Supplier Number: 20848710
**The fine art of luring readers. (electronic mail promotion by Avatar
Publishing)**

Flynn, Laurie J.

New York Times, v147 , Mon ed, col 2, pC4(N) pD4(L)

June 29, 1998

ISSN: 0362-4331 LANGUAGE: English RECORD TYPE: Citation

COLUMN LENGTH: 4 col in

COMPANY NAMES: Avatar Publishing--Marketing

DESCRIPTORS: Direct-mail advertising--Laws, regulations, etc.

PRODUCT NAMES: 7331000 (Direct Mail Advertising Services)

SIC CODES: 7331 Direct mail advertising services

SIC CODES (NAICS): 54186 Direct Mail Advertising

FILE SEGMENT: NNI File 111

18/5/21 (Item 3 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
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00525493 99CW02-112

Web retailers try to keep their hits up -- Customer retention - via marketing, promotion - will be even bigger this year

Machlis, Sharon

Computerworld , February 8, 1999 , v33 n6 p48, 1 Page(s)

ISSN: 0010-4841

Company Name: CDNNow.com

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Predicts that customer retention will be even bigger for Web sites this year due to beefing up **e - mail** marketing and other **promotions** . Lists strategies companies are using, such as instituting loyalty programs that encourage repeat business, adding back-end systems to improve customer interactions, tracking user behavior, and analyzing customer spending patterns. Says that in CDNNow Inc.'s third quarter of last year, 59 percent of its site's customers were repeat buyers. Points out that the company uses direct **e - mail promotions** , a frequent buyer program, a ``recommendation engine'' that generates add-on sales and allows customers to personalize the site. Adds that Internet retail executives say that they still must remain focused on customer service and maintaining well-designed sites that offer both good response times and easy navigation. Includes one table. (CT)

Descriptors: **Electronic** Commerce; **Electronic** Shopping; Internet;
Marketing; **Electronic** Mail; Web Sites; Customer Support
Identifiers: CDNNow.com